CREATE AND MANAGE JOURNEYS WITH DYNAMICS 365 CUSTOMER INSIGHTS (MB-7005)

Course Code: 834082

In this course, you practice building journeys using Dynamics 365 Customer Insights. The skills validated include creating marketing assets like emails, creating a segment, creating a journey, adding elements to a journey, and publishing the journey.

Who Needs to Attend

This course is designed for Business Analyst and Functional Consultant roles.

Prerequisites

You should be familiar with the basic features of Dynamics 365 Customer Insights and how to configure them.

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CLASSROOM LIVE	$675 USD	1 Day

Classroom Live Outline

Module 1: Create emails in Dynamics 365 Customer Insights - Journeys

- Introduction
- Manage assets
- Create marketing emails
- Personalize content
- Use brand profiles
- Use Copilot to generate email content ideas
- Style emails with AI-assisted themes
- Create content blocks
- Preview and test emails
- Check your message for errors and publish
- Send emails without building a journey
- Edit a live email
- Prevent sending emails to duplicated email addresses
- Check your knowledge
- Summary

Module 2: Build journeys with Dynamics 365 Customer Insights - Journeys

- Introduction
- Create and manage segments
- Work with triggers
- Create a journey
- Add messages to the journey
- Add activities to the journey
- Add other elements to the journey

- Publish journeys
- Check your knowledge
- Summary

Module 3: Guided project - Create and manage journeys with Dynamics 365 Customer Insights

- Introduction
- Prepare for the guided project
- Exercise - Create emails
- Exercise - Create a segment
- Exercise - Create a segment-based journey
- Exercise - Create a trigger-based journey
- Knowledge check
- Summary

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VIRTUAL CLASSROOM LIVE	$675 USD	1 Day

Virtual Classroom Live Outline

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Nov 25 - 25, 2025 | 9:00 AM - 5:00 PM EST

Jan 8 - 8, 2026 | 9:00 AM - 5:00 PM EST

Apr 9 - 9, 2026 | 9:00 AM - 5:00 PM EDT

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PRIVATE GROUP TRAINING	1 Day

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